

Approved:

Effective: April 2, 2025  
Office: Procurement  
Topic No.: 375-040-010-d

DocuSigned by:

*Cindy Capdevila*

38DBE74B9BC5476...

Department of Transportation

## **CONSULTANT MARKETING**

### **AUTHORITY:**

Sections 20.23(3)(a), and 334.048(3), Florida Statutes (F.S.)

### **REFERENCES:**

Chapter 119, 287 and Sections 337.107, 337.1075, F.S.  
Rule Chapter 14-75, Florida Administrative Code  
Procedure No. 375-030-003, Professional Services Procurement Manual

### **PURPOSE:**

This procedure defines Department of Transportation (Department) processes which must be followed when conducting professional consultant marketing and other related meetings.

### **SCOPE:**

This procedure applies to all offices and levels of Department staff, as well as consultants involved in the professional consultant contract acquisition process.

### **BACKGROUND:**

Professional consultants represent a significant resource to the Department, enabling the agency to accomplish its mission of delivering a safe transportation system, and annually delivering the Work Program. Through marketing, professional consultants are able to promote their capabilities and experience to Department staff. Conversely, Department Project Managers are afforded the opportunity to communicate relevant project information to consultants. To achieve these objectives, it is the policy of the Department to allow consultants to market their services to Department staff with the Planning, Development (Production), and Operations Offices.

## **1. CONSULTANT ACQUISITION PLAN (CAP)**

The Central Office and District CAPs provide procurement schedule information for projects to be advertised in the fiscal year. The CAP also identifies the Department's Project Manager responsible for each project. CAPs are available on the Procurement Marketing web page.

CAP information is updated on a frequent basis.

## **2. GENERAL MARKETING MEETINGS**

Marketing meetings for the purpose of staff introductions, presentations of consultant qualifications to Department staff, or to foster or maintain business relationships may be requested by the consultant firm at any time, but are subject to availability and schedule constraints of Department staff.

## **3. PROJECT SPECIFIC MEETINGS**

Consultant firms who plan to pursue a specific professional services contract as the prime consultant may contact the Department's Project Manager to schedule a meeting to discuss and obtain information on project specifics. Meetings with Project Managers to obtain project specific information will be limited to one meeting per project, of approximately 30 minutes in duration. Visits to obtain project information should be limited to the two-month period preceding project advertisement, which represents the optimum time frame for obtaining up-to-date project information. For project specific meetings, Department Project Managers should try to have on hand a draft scope, project schedule, and information on professional services work types under which the project will be advertised. Consultants may meet with the Department prior to advertisement and also during the period when a project is posted on the Procurement Planned Advertisement site. All meetings relative to a project must cease once the project is officially advertised on the Current Advertisement site. In order to ensure a fair, competitive and open procurement process, all communications between interested firms and the Department must be directed to the appropriate Procurement Office, from the point of advertisement through the 72 hour period following the posting of final selection results (unless the project is re-advertised). Failure to comply with this restriction may disqualify a firm from further competition for that project.

Other Department staff not acting in a Project Management role may also be contacted by consultant staff for project specific meetings. Project specific meetings with other Department staff shall be conducted at the convenience of Department staff, where time schedules permit. No visits with any Department staff may occur related to a specific project once the project is advertised under Current Advertisements, through the 72 hour period following the final selection posting.

Large or complex projects including Public Private Partnerships, design-build projects, and major projects will necessitate longer project specific meetings. Additionally, the meeting period for large or complex projects shall be between four to six months prior to project advertisement.

Any documentation presented by either the Department or the Consultant during a marketing meeting is a public record subject to the provisions of Chapter 119, F.S. It is the responsibility of Department staff conducting the marketing meeting to retain a copy of such documentation in the event of a public records request, and forward to the Department's Project Manager for the project. All documentation left by the Consultant with the Department shall be provided in an electronic format. The retention period shall be three fiscal years; the electronic documentation shall be kept with the Department Project Manager's contract file.

#### **4. PROJECT INFORMATIONAL SESSIONS**

Project Informational Sessions provide an opportunity for discussion of project requirements on an in-depth basis, disseminating information to a larger audience of consultant firms. Complex projects may warrant Project Informational Sessions to clarify requirements or address unique project characteristics. Project Informational Sessions are held at the discretion of the district offices. Districts may also conduct Regional Consultant meetings, Industry Forums, and CAP meetings. Industry Forums may be conducted for high visibility projects that generate considerable interest. CAP meetings, where held, are conducted on an annual basis at the discretion of the district.

#### **5. NON-MARKETING MEETINGS**

Consultant firms actively performing services for the Department who must meet with Department personnel in the capacity of their duties shall advise Department staff of any advertised projects they are pursuing, so that discussions related to the advertised project do not occur.

Consultant firms who competed for a project may request post-selection debriefings with Department staff involved in the proposal evaluation process. Post-selection debriefings will be limited to approximately 30 minutes in duration, and shall not occur until 72 hours following the final selection posting. Please contact the Project Manager for the contract to schedule debriefing meetings. Post final selection debriefings may be requested for a period not to exceed two months after final selection.

#### **6. TRAINING**

None required.

#### **7. FORMS**

None required.